

# TV Commercial Assignment

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## Students will:

- Identify the purpose and audience for the video they produce
- Apply copyright rules when producing video
- Communicate with others video production plans
- Be able to use shot lists or storyboards to plan video productions
- Be able to import video into a project
- Demonstrate knowledge of basic video editing tasks
- Demonstrate knowledge of videography techniques
- Organize and manage assets
- Be able to export final production into a common video format

## Your task

1. Students will create a TV commercial for the product created from previously recorded Radio ads.
2. Keep your audience in mind. (Who is your target audience? Will your ad appeal to them?)
3. Students must create a script and storyboard for their commercial that will be handed in.
4. The TV ad needs to be a minimum of 30 seconds and maximum on 1 minute.
5. Sound effects and music used in the commercial must be public domain, creative commons or made by the individuals in a Foley booth.
6. Use a variety of scenes and shots in your ad.
7. Export (publish) your finished video as a .wmv or .mp4 file.

## Marking Scheme

- Is your ad clear to your target audience?
- How complete is your evidence of planning?(storyboard)
- Camera work (use of different shots and scenes)
- Quality of video and audio.
- Finished product is exported properly.

## Note:

- Make sure to refer to the Video Production Tips page that was handed out.
- You may want to dub over the sound in the commercial, but that can be difficult to get correct timing.
- You may need to create the sound in Audacity and mix it down to one track to incorporate into Windows Live Movie Maker.
- **STUDENTS MUST WORK ON THIS OUTSIDE OF CLASS.**